



CONSENT AGENDA

WINTER CHAIRMAN'S REPORT, FALL 2014

On behalf of the entire Winter Board of Regents, I'd like to begin by thanking the 2014 Chair, Rich Cantillon, IOM, for his leadership, enthusiasm, and passion.

Prior to leaving Tucson, the Winter Institute Board of Regents actively discussed the year's successes, challenges, and opportunities and set assignments for 2015. Planning for the following year on-site allows us to continue the tradition of offering superior value. We are privileged to serve the association and chamber industry's best.

Goals for 2014 Winter Institute included enrollment of 210, which we exceeded, however due to the worst travel week of the year plus public health issues, our on-site numbers were forced down. Our recruitment efforts were strong and issues were beyond our control. The Winter enrollment goal for this January is 208 with 65 first-years. Numbers are trending strong.

Recruitment and retention began in January 2014 with personal outreach to all third-year students, ensuring their awareness of value and our appreciation for selecting Winter. We have continued this path all year, as bi-weekly communications are sent to keep regents engaged and informed. Prior to opening registration for January 2015, the board divided up the list of past attendees and conducted personal contact and outreach to ensure knowledge of registration and scholarship opportunities. Each regent has identified industry professionals who may not be exposed to the program in their respective states and has worked to educate them on the benefits of Institute and recruit them to Winter. Regents have also worked on lists provided by Institute, as well as through state associations, and the IOM Alumni Network.

Social media is an integral part of our outreach. Regents share, like, and retweet information, with a goal to be visible and to be pro-active in attempts to both retain and recruit. While the U.S. Chamber of Commerce Foundation team continues to provide excellent content and reminders, regents understand their responsibilities to engage and participate, as each have a unique reach. Social media will remain a top goal.

Winter Institute is great at researching best practices and challenging itself to be better. The bar is high and yet the dedicated group of volunteers continues to raise it. Winter has researched other sites' successes and has worked to implement best practices. For instance, Southeast has always displayed auction items throughout the week. Winter lacks the space and security; so instead, the committee took pictures of each item and posted them in the halls to allow for week-long bidding. The auction ended at the Big Bash where items were showcased. Our silent auction raised just under \$6,000 and we have increased the goal to reach \$10,000 in 2015. Stephanie Parson's unique approach to collecting items will have a significant impact.

This was the second year that graduation and the Big Bash were combined into a formal event including a plated dinner. This too was adapted from other sites' successes.

In 2014, an increase in audits was seen, as all volunteers were notified and encouraged to sign-up for classes prior to arriving in Tucson.



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Professional consultations grew in popularity and 39 were conducted on-site. A survey was sent to all those who participated in consultations so feedback could be captured and the process can continue to be improved upon and its effectiveness measured.

While meeting enrollment and scholarship funds remain goals, another goal includes the commitment of each regent to send and/or recruit at least one first-year attendee.

Bob Foulks, Chair of the Board of Trustees, was not only present all week, but was hands-on, as he actively engaged attendees and participated in regent tasks. His example is positive and the Winter Regents thank him for being a true servant leader.

Finally, while I am the one who has the privilege of presenting this report, there are many who do the work. The Winter team- advisors, faculty, regents- are a family and are passionate about Institute. They are innovators who work tirelessly to comb through surveys and engage in on-site conversations to listen to and adapt to what the attendees want and need. They are eager to make a difference, and they inspire me each day. I am honored to serve as Winter Chair.

I will end with saying that Karyn MacRae and the U.S. Chamber of Commerce Foundation team are consummate professionals. Their leadership, knowledge, and guidance create our allegiance to Institute.

Submitted by: Kimberly Nastasi, IOM
Chair, Winter Board of Regents



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MIDWEST CHAIRMAN’S REPORT, FALL 2014

Midwest Institute began the year with a changing environment. Shortly after the Fall Board Meeting, Midwest Chair Jackie Arrison left the industry. Midway through the year, we saw another regent and a Class Advisor resign due to workload. In each of these cases, the board stepped forward and remained committed to the success of the site.

Final Midwest numbers exceeded our goal:

	2014 Final	2014 Goal	% Goal	2013 Final	2014 Change
First-Year	51	55	93%	44	116%
Second-Year	36	34	106%	18	200%
Third-Year	22	16	138%	17	129%
Fourth-Year	17	16	106%	14	121%
Total	126	121	104%	93	135%
GEP	3			1	

Highlights of 2014 Midwest Institute include:

- Highest enrollment in six years at site.
- Fourth consecutive year of meeting or exceeding overall goal.
- Three GEP attendees.
- 35% growth over previous year.
- Seven sponsors for the site.
- 28 attendees on scholarship.
- Restaurant/activity guide for attendees.

Our success can be attributed to a number of marketing and outreach efforts:

- Regular communications and outreach throughout the year kept past attendees engaged and aware of various deadlines leading up to June.
- Ongoing welcome letters to new executives in targeted states to inform them of professional development opportunities.
- Promotion of Institute at various statewide conferences and events in the Midwest.
- A webinar titled “What is Institute?” that was offered in the spring for interested professionals.
- Outreach to state CVB and economic development associations in the 13 identified states targeted for growth, which generated interest and several attendees from “non-traditional” organizations.

Many of these marketing and outreach activities will continue leading into 2015. We will continue to strengthen the relationships with those 26 newly identified state associations for the PIF program. In addition, while the board has been very proactive with social media, we may identify additional opportunities to “share” more information than just deadlines and announcements. For example, leading up to the site, volunteers may post their information, photo, interests, etc., and welcome those attending Midwest. Other volunteers will be encouraged to like and share the posts to spread the “introduction” to attendees in an effort to get to know the volunteers prior to arriving on-site.



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One benefit of the size of the site is the “Midwest hospitality” that is frequently noted by attendees. Volunteers are encouraged to be available and visible throughout the week so that attendees can connect with them and feel a part of the community. This is one of the strengths in our retention levels for the site.

While the Alumni Network continues to morph and grow, this is an opportunity for the Board of Trustees to help increase the alumni's involvement in the program. This group is definitely a resource for continued growth of the program - continued cultivation and engagement can benefit each of the sites.

While an unexpected opportunity to continue to lead the Midwest site this year, it was an honor to have been asked. I am humbled and honored to have served with a group of deeply committed association and chamber professionals from throughout the country who were highly energized and active. I appreciate all of the work from the Midwest Board of Regents who raised the bar on recruitment, professionalism, and engagement. The dedication of the Institute team always made the volunteers feel appreciated and valued for their contribution. I value the professional development opportunity available through Institute and look forward to watching the continued growth and success of our Midwest site!

Submitted by: Joseph B. Henning, IOM, CAE, ACE
Past Chair, Midwest Board of Regents



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SOUTHEAST CHAIRMAN'S REPORT, FALL 2014

The goal of 268 attendees at Southeast Institute was established last year by Institute staff and included an aggressive 18% increase in the goal for first-year attendees. The Southeast Board of Regents achieved 85% of the overall attendance goal by oversubscribing the individual class-year goals for second- and third-year students. However, the goals for first-year and fourth-year students were not reached.

Specifically, the following numbers of persons attended in each class:

- First-year students 61 attendees (goal was 107 – 57%)
- Second-year students 71 attendees (goal was 65 – 109%)
- Third-year students 57 attendees (goal was 53 – 107%)
- Fourth-year students 39 attendees (goal was 43 – 91%)
- Overall attendance 228 attendees (goal was 268 – 85%)

Three areas of strength regarding our success deserve mention: professional development/consultations; attendance by association professionals; and Class Advisors and Regent Partners.

The Southeast Board of Regents focused intently on professional development during the 2014 Institute week. Each member of the board volunteered to serve as a consultant and most faculty members did as well. In previous years, personal experience indicated that we would have perhaps as many as 20 requests for professional, one-on-one consultations during the week. Instead, 55 consults were given (a quarter of the entire enrollment); far more than doubling expectations and generating positive comments from a number of attendees.

A very bright spot in 2014 Southeast Institute was the group of 38 attendees representing professional associations. This reflected an increase of 20 persons in the category over the previous year. The goal had been to increase by 10% (two persons).

The 2014 Southeast Institute advisors were effective in guiding their classes through the week while emphasizing the twin goals of professional development and building networks. Each advisor had a member of the Board of Regents as a partner and it was felt that this was a positive move that should be continued.

We can also point to three challenges: first-year attendance, as noted above; diversity; and funds raised for scholarships.

Southeast Institute is challenged in the recruiting of African American students. Our goal had been to increase diversity by doubling the number of African American attendees. Unfortunately, there is no identification method in place (beyond self-identification) to generate a metric on this demographic challenge, and personal observation is inexact. We should not have set that goal without an available metric.



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A combination of funds from a four-day long silent auction and a campaign to sell stickers to attendees netted a total of \$7,666 that will be available as scholarships for 2015 attendees. Our fundraising goal was \$10,000.

The Board of Regents, under the leadership of Vice Chair Dean Faile, expects to continue its practice of frequent email correspondence from the chair to the members of the board. This regular and recurring communication keeps the spirit of the board alive, encourages activity in recruiting, and makes the occasional conference calls more effective.

In addition, Facebook has become a common communications channel, as most members of the board have "friended" their fellow board members. We noticed this year a particularly strong outreach by the graduating class to include many of the regents as Facebook friends.

Submitted by: Barry B. Copeland, IOM
Chair, Southeast Board of Regents



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WEST CHAIRMAN'S REPORT, FALL 2014

It is with great pleasure I report that 2014 West Institute at LMU in Los Angeles provided many life changing experiences. Our Board of Regents is excited about the results of our successful week in July!

It is without question the total dedication of our entire team and the hard work they exhibited over the months leading up to July ensured this West Institute year was one for the books. THANK YOU! West Institute's overall numbers remained very consistent and we ended just four shy of our overall attendance goal with a record number of first-years joining us for the L.A. experience. Our 118 association and chamber professionals also included one IOM graduate returning to his educational experience.

One of the hallmarks of our week's experience is having a fun and exciting auction to fund our scholarship program. Our team went above and beyond this year and we raised \$8,600. The excitement about the auction that the Board of Regents, Class Advisors, and staff exhibited throughout the week contributed to the fundraising success.

As was mentioned earlier, our tremendous volunteers at West Institute produced many exciting events, beginning with the Institute Mixer event on Sunday evening. This year our signature 'ice-breaker' game included a professionally produced "Hollywood Game Night" contest, which served as a fun way to quickly bond everyone together prior to the start of classes. Later in the week, our Big Bash was once again held on the very popular yacht as we celebrated a great week and a fantastic, emotional graduation ceremony. The entire week was characterized by a hands-on, caring team of regents who were not only *visible* to the participants, but *active* at all times, visiting with individuals and supporting every break, meal, class and activity. We continued our initiative of having a West Regent Partner assigned to a Class Advisor to assist in class development and support, which resulted in excellent communications and feedback from participants.

Again this year, we faced very few challenges. Now in our ninth year at Loyola Marymount University, we continue to be a highly desired location, all while delivering the excellence expected from the Institute experience. With a newly introduced *Restaurant and Activity Guide* created by the Board of Regents, our participants became quickly aware of the Los Angeles amenities and overall West Coast experience, which plays a vital role in our ability to effectively market this location in the future. The ability to hold our silent auction over multiple days has provided a better response to this important part of the week's experience. Also, transportation issues have been largely resolved from past years. Lastly, our dorm room experience was greatly enhanced this year through a dedicated effort by the board to ensure our students staying on-campus were provided a much better service level and experience than in the previous year.

However, at the end of the day, the overall success of West Institute must go to our incredible Institute staff! Their ongoing support, coupled with the National Board of Trustees under the leadership of Bob Foulks, helped make 2014 a year to remember for all of us. Most importantly, the combined work of everyone mentioned made a lasting and positive impact on those we serve – our fellow association and chamber professionals.

Submitted by: Peter L Aust, IOM
2014 Chair, West Board of Regents



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NORTHEAST CHAIRMAN'S REPORT, FALL 2014

The Northeast Institute Board of Regents had an outstanding year at Villanova. A new venue and plan for the Kickoff were key in getting the week off to a great start. This year, the Kickoff was held at the Radnor Hotel and having attendees sit with their class was terrific for helping first-years get to know each other and their Class Advisor. It was also helpful for those that were new to Northeast in making connections. The regents planned networking activities to help people mingle, resulting in great energy and happy, engaged attendees. The feedback was overwhelmingly positive.

While we fell short on our first-year attendance numbers, we were able to meet our goals for fourth-year retention. As a board, we need to always be looking for new opportunities to promote the Institute for Organization Management program to new colleagues in our industry to continue to grow the program. We know that staff and volunteers at every Institute location work hard to promote and advance the IOM program, and we are proud to showcase what Northeast Institute has to offer.

Now that Foundation and state fundraising rules are sorted out, we were able to promote the silent auction in advance and had a great selection of items. This year, we instituted the IOM stars program, encouraging attendees to purchase stars, which were on display all week by the silent auction tables. Our goal was to get financial support for scholarships from those that may not win an auction item. It was our first year with this initiative and we are sure it will continue to grow. The board did a great job in organizing the auction and stars, both ahead of time and on-site and although we had to move the silent auction to an alternative location, everyone worked together to adjust and make it a success. Thanks to the efforts of the board and all those who won auction items or purchased stars, we were able to raise \$4,723 for scholarships for 2015 attendees.

Once again this year, a majority of the attendees chose to stay at the hotel rather than in the on-campus apartments. It is important for the board to continue to promote both options and be sure attendees are aware of the on-campus apartments and the social culture they promote. While many are happy being in a traditional hotel environment, as a board, we feel it is very important that attendees are exposed to the on-campus experience, as it has shown itself to be the best place to encourage out of class bonding and networking. We will continue to market the apartments, especially to the first-years, although we do understand that no matter where attendees stay, the important thing is that they have a valuable and fun experience.

The Northeast Board of Regents again rose to the occasion to make the week a success, with all of the planning done in advance, in addition to the great efforts made on-site. We know we can count on both seasoned and new board members to step up to do whatever is necessary to make the week a success for the attendees.

The week ended on a high note with the Big Bash on Wednesday evening. The Villanova Conference Center provides an outstanding venue for this event and an opportunity for all attendees to celebrate the graduates, enjoy good food and an outstanding band that loves that event so much that they come back year after year. Being able to hear from the graduates reflect on their Institute experience and truly be a part of the celebration is gratifying for everyone in attendance and is extremely beneficial to first-year and



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U.S. CHAMBER OF COMMERCE FOUNDATION
Institute for Organization Management

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new Northeast attendees. We think the Northeast site has the best graduation, and we are so fortunate to be a part of it.

As in the past, we will continue follow-up communications with past attendees and encourage them to return to Northeast Institute, reach out to attendees who have lapsed within the past five years, and continue to focus on the marketing efforts to the three-hour regional drive market.

Submitted by: Karen M. DelVecchio, IOM
Chair, Northeast Board of Regents